



Legal Marketers – Here’s How to Opt-Out of Facebook’s Instant Personalization

April 24th, 2010 by Kara

The attributes of [Facebook’s](#) ability to generate business for legal marketers are regularly touted on the **Karasma Media Legal Marketing Blog**.

With Facebook’s recent changes on their platform, I wanted to be sure to include instructions for how to opt out of “Open Graph”, which brings into questions some be privacy issues your most likely concerned with. I’ve already deactivated this app on my **Personal Facebook Page** and all those associated with it.

There has been some controversy about instant personalization, because Facebook has automatically opted in its 400 million plus users. [TechCrunch reports](#) some Google employees are so disturbed that

they are unplugging from Facebook altogether by deactivating their accounts.



In the open graph, Facebook sees us as connected not just to other people – our friends — on Facebook, but to myriad things all over the Web. These things could be favorite bands, news outlets or restaurants. It's a potentially powerful idea – Facebook wants to uncover all these interests and predilections and let us share them with our friends, whether we're at Facebook or somewhere else, in ways that could deepen personal connections and help us discover cool and interesting information.

**Read complete detail and instructions in the NY Times:
How to Opt-Out of Facebook's Instant Personalization.**

Other articles you may be interested in:

Here's the Scoop: Facebook for Lawyers Is In the News

10 Essential Rules for Legal Marketing Brands in Social Media to Follow

Ease, Steadiness and Awareness Work for Legal Marketing Social Media

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

You can reach her at 917-856-5410